

**Benson & Hedges 100's
offers you
a \$5 refillable butane lighter
for only \$2.**

**It should be
a distinct advantage
once you get
the hang of it.**

It's golden.
It flames at a flip.
It fits in pocket or purse.
All you have to learn is
how far out to hold it.



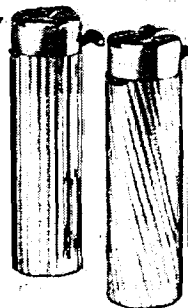
Regular & Menthol: 21 mg. "tar," 1.4 mg. nicotine av. per cigarette, FTC Report, Aug. 71.

**Benson & Hedges 100's,
3221 Carter Ave.,
Marina Del Ray,
Calif. 90291**

Please send me my
refillable butane
lighter. I enclose \$2
and two empty
packs of Benson &
Hedges 100's.

I prefer

- ☐ the ribbed style,
☐ the spiral style.



Name

Street

City State Zip

Offer limited to people at least 21 years old. Allow 4 weeks for delivery. Offer expires Dec. 31, 1972, and is void where prohibited.

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